A satisfactory response was cabled by Mr. Balfour on 28th May, and Lord Robert Cecil was also able to report to the War Cabinet on 30th May that Mr. Page, the American Ambassador, was enthusiastically in favour of the suggestion that Lord Northcliffe should be appointed. Accordingly it was decided on that day that the Prime Minister should invite Lord Northcliffe to proceed to the United States of America, not as a diplomatic representative, but as the Head of the Mission representing the different Departments concerned, for the purpose of co-ordinating their action.

Lord Northcliffe accepted the appointment without any fuss, and was anxious to start with the least possible delay. It was decided that before doing so he should have interviews with the Heads of the Departments whose affairs he would be watching over in the States, and that instructions should be drafted for his guidance. These instructions were considered and approved by the War Cabinet on 31st May, 1917. They were as follows :—

TERMS OF REFERENCE FOR LORD NORTHCLIFFE ON HIS APPOINTMENT AS HEAD OF THE BRITISH WAR MISSION IN THE UNITED STATES OF AMERICA

1. Several Government Departments—the Treasury, Admiralty, War Office, Ministry of

Munitions, Ministry of Shipping, and Ministry of Food—have Missions representing their interests in the United States of America. These Missions are acting, more or less, independently, with the result that there is conflict of interests, and loss of effort.